

ORDER



Orders
Order / Rev: 714794
Alt Order #: 06323409
Product Desc: FL VOTE NO ON 6 COMM
Estimate: 12019
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 09/18/12 / 09/19/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Media Strategies & Research/ POL
Buying Contact: Chris Vail
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: FL Vote No on 6 Committee
Demographic: A25-54
Product Codes: IS-Issue/Ballot
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	21	\$56,700.00	\$48,195.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	21	\$56,700.00	\$48,195.00	0.00
Totals	21	\$56,700.00	\$48,195.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	10/29/12	11/02/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M--F--	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M--F--		2				\$250.00		0.00			
E 2	WTSP	10/30/12	11/01/12	CBS This Morning CBS This Morning	CM	7-9a	-T-T---	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2				\$250.00		0.00			
E 3	WTSP	10/31/12	10/31/12	Price Is Right Price Is Right	CM	11a-12p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$900.00		0.00			
E 4	WTSP	10/29/12	10/29/12	M-F 4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$800.00		0.00			
E 5	WTSP	10/30/12	11/02/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$1,000.00		0.00			
E 6	WTSP	10/30/12	10/30/12	7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$2,600.00		0.00			

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 Flight Dates: 10/29/12 - 11/06/12

Advertiser: FL Vote No on 6 Committee
 Product Desc: FL VOTE NO ON 6 COMM
 Estimate: 12019

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTSP	11/02/12	11/02/12	730-8p Jeopardy	CM	730-8p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
E 8	WTSP	10/30/12	10/30/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1				\$9,000.00		0.00			
E 9	WTSP	10/31/12	10/31/12	Wed Prime B Criminal Minds	CM	Wed 9-10p	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----		1				\$10,000.00		0.00			
E 10	WTSP	11/04/12	11/04/12	Sun Prime B Amazing Race	CM	Sun 8-9p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$9,000.00		0.00			
E 11	WTSP	10/31/12	10/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----		1				\$2,000.00		0.00			
E 12	WTSP	11/06/12	11/06/12	M-F 6-7a 6-7a 10 News	CM	6-7a	-T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$250.00		0.00			
E 13	WTSP	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$250.00		0.00			
E 14	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$900.00		0.00			
E 15	WTSP	11/05/12	11/05/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M-----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$11,000.00		0.00			
E 16	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
													Totals	21	\$56,700.00